



**VIRGINIA SESQUICENTENNIAL OF THE
AMERICAN CIVIL WAR COMMISSION**

EXECUTIVE COMMITTEE MEETING

**November 29, 2012, 1:30 PM
Speaker's Conference Room - 6th floor
General Assembly Building
www.VirginiaCivilWar.org**

AGENDA

1. Call to Order
Speaker of the House of Delegates William J. Howell, Chairman
2. 2013 HistoryMobile Tour Schedule: Staff Recommendations
Cheryl Jackson
3. Sesquicentennial Tourism Marketing Grant Program - Summer 2012 and Fall 2012
Steve Galyean, Virginia Tourism Corporation, and Cheryl Jackson
4. "An American Turning Point" Gallery Exhibition - Changes to Travel Schedule
Andrew Talkov, Virginia Historical Society
5. Staff Updates
 - Approval of logo requests
 - 2013 Signature Conference: *The Civil War at Home*
William and Mary, Saturday, April 20
 - "Impact of the Sesquicentennial" Report
6. Other Business
7. Adjournment

Members of the Executive Committee:

The Honorable William J. Howell, *Chairman*
The Honorable Charles J. Colgan, Sr., *Vice-Chairman*
The Honorable Algie T. Howell, Jr.
The Honorable L. Scott Lingamfelter
Dr. Paul A. Levengood
Dr. James I. Robertson, Jr.

Staff:

Division of Legislative Services:
Cheryl Jackson, Executive Director
Kathy DuVall, Communications Coordinator
Gwen Foley, Senior Operations Staff Assistant
Michele Howell, Grants Administrator and Research Associate

House Committee Operations:
Scott Maddrea, Deputy Clerk

Senate Finance Committee:
Dick Hickman, Deputy Director

House Appropriations Committee:
Michael Jay, Legislative Fiscal Analyst

VIRGINIA SESQUICENTENNIAL OF THE AMERICAN CIVIL WAR COMMISSION
Report of the Executive Committee

Speaker of the House of Delegates William J. Howell, Chairman

November 29, 2012

1:30 p.m.

Executive Committee members present: Speaker William J. Howell, Senator Charles J. Colgan, Sr., and Delegate Algie T. Howell, Jr.

I. Call to Order

Speaker Howell called the meeting to order and welcomed those in attendance.

II. 2013 HistoryMobile Tour Schedule: Staff Recommendations

Cheryl Jackson

Ms. Jackson reported that the Civil War 150 HistoryMobile continues to be an incredible success and will wrap up its 2012 tour at Chatham Manor in Fredericksburg on December 9. With 20 tour stops in 2011 and 52 tour stops in 2012, the HistoryMobile and its staff has traveled 14,000 miles and has served approximately 60,000 visitors from all 50 states. Of those visitors, close to 40% have been students.

Enhancements to the HistoryMobile experience in 2012 included: (1) the integration of replicas and soldier uniforms as part of the introduction to the HistoryMobile tour; and (2) the addition of a point of sale system in March enabling visitors to purchase Commission merchandise at the HistoryMobile - offsetting tour costs by approximately \$7,000 in 2012. Maintenance and refurbishment of the HistoryMobile and its exhibits is scheduled for the off-season.

Ms. Jackson continued by highlighting four important functions of the HistoryMobile: (1) the HistoryMobile and accompanying materials, all based on the Virginia Standards of Learning, serve as significant resources for teachers and students in learning about the Civil War in Virginia; (2) the HistoryMobile draws attention to events and venues where it stops, creating interest and generating higher visitation; (3) the HistoryMobile has proven to be an excellent way to engage local partners, highlight local history, and provide a complete exhibition directly to the community; and (4) the HistoryMobile serves as a "Welcome Center on Wheels," providing Virginia travel information through touch-screen kiosks, travel brochures, and information tents set up at every stop.

Noting that Pennsylvania's Civil War Roadshow, a similar mobile museum that was scheduled to tour through 2014, has been discontinued due to a lack of funding and state support, Ms. Jackson credited Virginia's Civil War 150 HistoryMobile success to the vision of the Commission, dedication of staff, and the unprecedented partnerships created between the Commission and the Virginia Tourism Corporation, Department of Motor Vehicles, Virginia Historical Society.

Ms. Jackson presented the proposed tour schedule for 2013. The HistoryMobile will begin its tour year in January at Stratford Hall in Westmoreland County, and then will return to the State

Capitol for a week during the 2013 Session of the General Assembly. Beginning in late February, at least 35 tour stops are scheduled or in development. As Executive Committee members reviewed the proposed schedule, Ms. Jackson pointed out that the HistoryMobile will travel to all corners of the state including stops in Henry and Buchanan counties, and will travel out of state for 150th anniversary events in Gettysburg. Additional out-of-state events may be scheduled to fill vacancies in the schedule with tour stops that will maximize the reach of the HistoryMobile.

Senator Colgan made a motion that the 2013 tour schedule be approved as proposed. The motion was seconded by Delegate Howell and passed unanimously.

III. Sesquicentennial Tourism Marketing Grant Program

Two grant applications during the summer grant cycle (Round 9) and 4 applications from the fall grant cycle (Round 10) were recommended by the grant review committee for funding:

Summer 2012 - Round 9

1. Shenandoah Valley Battlefields Foundation

"Civil War Trails Marker: Star Fort Interpretation Center"

- Amount of award: \$5,000; Amount of match from recipient: \$5,400
- This project is for four Virginia Civil War Trails signs at Star Fort in Winchester. The signs will be part of an interpreted trail that will develop the site into a major historic and tourism destination.

2. Petersburg Area Regional Tourism

"Walk in Lincoln's Final Footsteps"

- Amount of award: \$5,000; Amount of match from recipient: \$5,000
- The funds will be used toward creating and printing the *Walk in Lincoln's Final Footsteps* brochure which will include a map with GPS coordinates that will encourage visitors to experience the final chapter in Lincoln's life and his efforts to unite the nation.

Fall 2012 - Round 10

1. Mecklenburg County Civil War 150 Committee

"Mecklenburg County Home Front during the Civil War Web Tour"

- Amount of award: \$1,500; Amount of match from recipient: \$1,500
- The grant will be used to develop and market a web-based driving "tour" containing an interactive map and associated landmarks' histories, as well as downloadable, printable materials that educate the user on *Mecklenburg County Home Front - Life in a Southern Virginia County during the Civil War and its Aftermath*.

2. Warren County Sesquicentennial Committee

"What Started in Gettysburg, Ended in Front Royal: The Battle of Wapping Height /Manassas Gap"

- Amount of award: \$1,300; Amount of match from recipient: \$1,300
- The funds will be used to develop a new Civil War Trails interpretive marker to interpret the Battle of Wapping Heights (aka Manassas Gap)

3. Town of Abingdon

"Abingdon and Washington County: 2013 American Civil War Commemoration Program"

- Amount of award: \$4,251; Amount of match from recipient: \$4,251
- The funds will be used to develop and install two Civil War Trails markers: one on Confederate General Joseph Johnston's life (located at Abingdon's Fields-Penn 1860 Museum) and one on the use of Muster Grounds to train infantry and cavalry forces, including the Washington County Mounted Rifles (located at Abingdon's Muster Grounds).

4. Richmond Discoveries

"J.E.B. Stuart's Ride Commemorative Trail"

- Amount of award: \$5,000; Amount of match from recipient: \$5,400
- The funds will be used to develop additional markers on the J.E.B. Stuart's Ride Commemorative Trail.

Ms. Jackson reported that with the Commission's approval of these 6 applications, \$153,940 will have been awarded through this grant program thus far, generating an additional \$240,142 in matching funds. Ms. Jackson further reported that the remaining balance in the grant program should be sufficient to last through 2015, if applications remain steady.

The grant recommendations were considered en bloc. Delegate Howell made a motion that the grants be approved as presented. The motion was seconded by Senator Colgan and passed unanimously.

IV. "An American Turning Point" Gallery Exhibition - Changes to Travel Schedule

Andrew Talkov, Virginia Historical Society

Mr. Talkov updated the Executive Committee members on the tremendous success of the Commission-sponsored gallery exhibition, *An American Turning Point: The Civil War in Virginia*, currently in the fourth leg of its tour. The exhibition has been viewed by approximately 104,500 people since its opening in early 2011. Mr. Talkov continued his update by reviewing the gallery exhibition's 2013 tour schedule pointing out one change in venue. The National Museum of the Marine Corps will not be able to host the exhibition in 2013 due to a 1.5 year delay in its facility expansion plan that was originally scheduled for completion in 2012. As a result, the museum does not have enough space to accommodate *An American Turning Point*. Once notified, staff at the Virginia Historical Society attempted to identify another museum in the Northern Virginia area with sufficient space, staff and interest to host the exhibition but found none. In order to close the gap in the schedule, staff recommends extending the exhibition's time at the History Museum of Western Virginia in Roanoke to 11 months (June 22,

2013 - June 1, 2014) prior to moving on to the William King Regional Arts Center in Abingdon. It was the sense of the Executive Committee that this was a suitable solution.

V. Staff Updates

Cheryl Jackson, Executive Director

Approval of Logo Requests

Ms. Jackson reported that the Commission has approved a total of 189 logo requests to date. Following is a list of pending applications to affix the Commission's logo that have been given provisional authorization in accordance with the procedure established by the Executive Committee. The list includes the following:

1. Henrico Parks and Recreation Historic Preservation and Museum Services (Print brochure)
2. Fairfax County Cemetery Preservation Association (Print and online advertising and program guide)
3. Legacy Museum of African American History, Lynchburg (Print brochure)
4. Historic Manassas, Inc. (Mobile phone app)
5. Northern Virginia 4-H Educational and Conference Center (Flyer, website, registration materials)
6. Historic Centreville Society (Print brochure)
7. Gloucester County Parks, Recreation and Tourism (Flyer)
8. Pamunkey Regional Library (Flyer and bookmark)
9. Fairfax County History Commission (Education / curriculum kit)
10. Museum of the Confederacy and the University of Richmond - (Print and online advertising)
11. Mathews County Sesquicentennial Committee (Poster)
12. Town of Abingdon and the Washington County Sesquicentennial Committee (Print brochure)
13. Spotsylvania County Museum (Website)
14. Charlotte County Sesquicentennial Committee (Flyer)
15. Front Royal - Warren County Sesquicentennial Committee (Newspaper article and PowerPoint presentation)
16. Museum of the Confederacy and the Library of Virginia (Print and online advertising)

Delegate Howell moved that staff recommendations for approval of logo applications be given final approval by the Executive Committee. The motion was seconded by Senator Colgan and passed unanimously.

2013 Signature Conference Proposal: "The American Civil War at Home" William and Mary, Saturday, April 20, 2013

Ms. Jackson updated Executive Committee members on the 2013 Signature Conference reporting that staff continues to work with the host committee at William and Mary on the details

of the event. Registration is open, and will continue online until April 1 or when capacity is reached.

"Impact of the Sesquicentennial" Report

Ms. Jackson briefly presented a draft edition of the report, *Civil War Sesquicentennial in Virginia: Impact at the Halfway Mark* to Executive Committee members. Ms. Jackson noted that when looking at the data collected for this report it became clear that the sesquicentennial commemoration has been extremely successful in increasing interest in, and visitation to, Virginia sites and events related to the Civil War and Emancipation. In fact, the Virginia Tourism Corporation reports that one in seven tourism dollars spent in Virginia is from leisure travelers engaged in Civil War history. Further, these travelers stay 50% longer and spend 24% more money than the average leisure traveler.

Strong public enthusiasm for Civil War and Emancipation related sites and programs is also borne out by website analytics reported by the Virginia Tourism Corporation as views of its Civil War pages has increased 96% in the last 12 months. Overall, the agency reports that 20% of the visitors to its main website request Civil War related travel information. The Commission's own website receives an average of 15,000-20,000 views per month with 8,300 subscribers to its electronic notification list. The Walk in Their Footsteps database and travel planning tools on the Commission's website has had almost 68,000 hits in the last 12 months.

Ms. Jackson continued summarizing the draft report by highlighting the impact of some of the Commission's initiatives: (1) the derivative panel exhibit of *An American Turning Point* that was created for use by smaller museums and libraries has been on display at 20 different locations across the state and has been viewed by more than 18,000 visitors drawing significant attention to these smaller museums and libraries that do not typically experience high visitation; (2) the Civil War 150 HistoryMobile, like the panel exhibit, serves as an outstanding way to engage local partners, highlight local history and provide quality programming and outreach directly to the community; (3) the Commission's Signature Conference series draws a dedicated audience with nearly all conferences reporting over 50% of attendees travelling more than 50 miles to attend; (4) the Civil War 150 Legacy Project: Document Digitization and Access through a partnership with the Library of Virginia has collected over 29,650 scanned images of Civil War related documents held in private hands; (5) the Commission funded production of the DVD set *Virginia in the Civil War: A Sesquicentennial Remembrance* was distributed free of charge to every public elementary, middle and high school in Virginia and continues to be the Commission's highest-selling product; and (6) the sesquicentennial tourism marketing grant program has provided matching grants to promote tourism and generate a positive economic impact on local communities.

Speaker Howell and the rest of the Executive Committee praised Ms. Jackson's efforts in pulling the report together and expressed the desire to send the report out to all of the members of the General Assembly once it is finalized.

VI. Adjournment

There being no further business, the meeting was adjourned.